

<b>Notice of References Cited</b>	Application/Control No. 09/593,993	Applicant(s)/Patent Under Reexamination SHKEDI, ROY	
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**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
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*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
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	V	www.acxiom.com, retrived from internet wayback machine, www.archive.org, date range: 2/24/1999-11/14/1999.
	W	Axciom, D7B Enter Marketing Alliance," DM News, v21, n26, p1+, July 12, 1999.
	X	Barrett, Jennifer, "Databasing in the 90s: data and what we're doing with it!" Dirent Marketing, v58, n4, p40, August 1995.

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
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